

**IN THE CLAIMS:**

1. (Currently Amended) For use with a computer network, a media and advertisement distribution and tracking system, comprising:

remote players configured to store media for playback according to corresponding playback rules, wherein said playback rules define a stored and selected subset of playable media at said remote player for playback by an end user, to store advertisements for playback according to corresponding advertising schedules, and to store information corresponding to playback of said media and advertisements in as-run logs, at least one as-run log correlating to an aggregate behavior of a plurality of end users;

a media server that distributes said media to said remote players via said computer network according to said corresponding playback rules, wherein said media server adjusts said playback rules based on said as-run logs, wherein said playback rules govern:

a) which media is loaded into which remote players, and

b) when said media is loaded on said remote players,

wherein said corresponding playback rules further include an aspect of media playback history of said plurality of end users for at least one of said remote players;

an advertisement server that distributes said advertisements to said remote players via said computer network according to said corresponding advertising schedules; and

a tracking subsystem that retrieves said as-run logs from said remote players via said computer network and generates media and advertisement play reports and advertisement billing reports therefrom.

2. (Cancelled)

3. (Previously Presented) The system as recited in Claim 1 wherein said advertisement server adjusts said advertising schedules based on said as run logs.

4. (Currently amended) The system as recited in Claim 1 wherein said playback rules further include aspects selected from the group consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are located,  
~~media playback history for said remote players,~~  
time of day,  
date,  
day of week,  
month of year, and  
season of year.

5. (Original) The system as recited in Claim 1 wherein said advertising schedules are based on aspects selected from the group consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are located,

sequence,  
proximity to particular media being played,  
time of day,  
date,  
day of week,  
month of year, and  
season of year.<sup>1</sup>

6. (Original) The system as recited in Claim 1 wherein said advertising server comprises an interface that allows advertisers to upload said advertisements and modify said advertising schedules directly and to view ones of said media and advertisement play reports and advertisement billing reports.

7. (Original) The system as recited in Claim 1 wherein said computer network is the Internet.

8. (Currently amended) A method of distributing and tracking media and advertisements over a computer network, comprising:

configuring remote players to store media for playback according to corresponding playback rules, wherein said playback rules defined a stored and selected subset of playable media at said remote players, to store advertisements for playback according to corresponding advertising schedules, and to store information corresponding to playback of said media and advertisements in as-run logs, at least one as-run log correlating to an aggregate behavior of a plurality of end users;

distributing media to said remote players via said computer network according to said corresponding playback rules;

adjusting said playback rules based on said as-run logs, wherein said playback rules govern:

a) which media is loaded into which remote players; and

b) when said media is loaded on said remote players;

wherein said playback rules further include aspects of media playback history of a plurality of end users for at least one of said remote players;

distributing said advertisements to said remote players via said computer network according to said corresponding advertising schedules;

retrieving said as-run logs from said remote players via said computer network; and

generating media and advertisement play reports and advertisement billing reports from said as-run logs.

9. (Cancelled)

10. (Previously Presented) The method as recited in Claim 8 further comprising adjusting said advertising schedules based on said as run logs.

11. (Currently amended) The method as recited in Claim 8 wherein said playback rules further include aspects selected from the group consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are located,  
~~media playback history for said remote players,~~  
time of day,  
date,  
day of week,  
month of year, and  
season of year.

12. (Original) The method as recited in Claim 8 wherein said advertising schedules are based on aspects selected from the group consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are located,  
sequence,  
proximity to particular media being played,  
time of day,  
date,

day of week,  
month of year, and  
season of year.

13. (Original) The method as recited in Claim 8 further comprising allowing advertisers to upload said advertisements and modify said advertising schedules directly and to view ones of said media and advertisement play reports and advertisement billing reports.

14. (Original) The method as recited in Claim 8 wherein said computer network is the Internet.

15. (Currently amended) A music and advertisement distribution and tracking system, comprising:

remote players configured to store media for playback according to corresponding playback rules, wherein said playback rules define a stored and selected subset of playable media at said remote player for playback by an end user, to store advertisements for playback according to corresponding advertising schedules, and to store information corresponding to playback of said media and advertisements in as-run logs, at least one as-run log correlating to an aggregate behavior of a plurality of end users;

a media server that distributes music to said remote players via the Internet according to said corresponding playback rules, wherein said media server adjusts said playback rules based on said as-run logs, wherein said playback rules govern:

a) which media is loaded into which remote players; and

b) when said media is loaded on said remote players,

wherein said playback rules further include an aspect of media playback history of said plurality of end users for at least one of said remote players;

an advertisement server that distributes said advertisements to said remote players via the Internet according to said corresponding advertising schedules;

a skin server that distributes skins to said remote players via the Internet according to skin selection rules; and

a tracking subsystem that retrieves said as-run logs via the Internet from said remote players and generates music and advertisement play reports and advertisement billing reports therefrom.

16. (Cancelled)

17. (Previously Presented) The system as recited in Claim 15 wherein said advertisement server adjusts said advertising schedules based on said as run logs.

18. (Currently Amended) The system as recited in Claim 15 wherein said playback rules further include aspects selected from the group consisting of:

geographic location of said remote players,

establishment type in which said remote players are located,

demographics of establishment in which said remote players are located,

music playback history for said remote players,

time of day,  
date,  
day of week,  
month of year, and  
season of year.

19. (Original) The system as recited in Claim 15 wherein said advertising schedules are based on aspects selected from the group consisting of:

geographic location of said remote players,  
establishment type in which said remote players are located,  
demographics of establishment in which said remote players are located,  
sequence,  
proximity to particular music being played,  
time of day,  
date,  
day of week,  
month of year, and  
season of year.

20. (Original) The system as recited in Claim 15 wherein said advertising server comprises an interface that allows advertisers to upload said advertisements and modify said advertising schedules directly and to view ones of said music and advertisement play reports and advertisement



billing reports.